

Rep Order# 6346329 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 201415

Printed: 08/29/2012 8:24 AM
Last Received: 08/28/2012 4:48 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () .WILSON FOR NM SENAT
Product Order
Estimate# 828903
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/828903
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC= *

--- REMARKS ---

REV TO SHOW MKGD
ATTN LINES 9, 14-16
PLEASE CNF
NO SPOTS CAN AIR 9/1-9/3
THANKS AGAIN!

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
*9		NWS13-FOX 2 B	09/01-09/01	0	\$0.00	:30	0	SA	930P-10P	0	\$325.00
Rating: 3.5											
Sales Remark: V5 CNX SPOT											
V5 Comment Changed, Spots/week Changed											
*14		NM STYLE	08/30-08/31	1	\$25.00	:30	1	TH-F	8A-9A	1	\$25.00
Sales Remark: V5 PART OF MKGD											
V5 Added											
*15		JUDGE MATHIE	08/30-08/31	1	\$150.00	:30	2	TH-F	12P-1P	2	\$75.00
Sales Remark: V5 PART OF MKGD											
V5 Added											
*16		PC	08/30-08/31	1	\$150.00	:30	2	TH-F	1P-2P	2	\$75.00
Sales Remark: V5 PART OF MKGD											
V5 Added											

---REPORT TOTALS---

Report Totals: 5 / \$325.00

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---SALES MONTHLY TOTALS---

Sep 12: 16 / \$4,525.00
Sales Totals: 16 / \$4,525.00
Station Totals: 16 / \$4,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$150,833	CABL 0%	KASA 3%	KASY 0%	KLUZ 0%	KOAT 40%
		KOB 25%	KRQE 32%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Kasa
Albuquerque, NM
Wilson for Senate
KRQE #201415 -- Ace #6846329 - Date 8.28.12

NA/PGM CHANGES

LN	DATE	DAY(S)	TIME	PROGRAM	Length	# SPOTS	RATE	RATING	GRPS	TOT \$	COMMENTS
	9/1	Sat	930-10p	Kasa Saturday 930-10p LN	30	1	325		0.0	325	
									0.0	0	
									0.0	0	
									0.0	0	
						1	TOTALS		0	325	

MAKEGOODS

LN	DATE	DAY(S)	TIME	PROGRAM	Length	# SPOTS	RATE	RATING	GRPS	TOT \$	COMMENTS
	8/30, 8/31	Thr, Fri	8-9a	New Mexico Style	30	1	25		0.0	25	
	8/30, 8/31	Thr, Fri	12-1p	Judge Mathis		2	75		0.0	150	
	8/30, 8/31	Thr, Fri	1-2p	People's Court		2	75		0.0	150	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/31	Fri							0.0	0	
									0.0	0	
									0.0	0	
							TOTALS		0	325	

Spot Manager: All, 09/01/12-09/03/12

Advertiser	Order	Alt Order #	Estimate #	Date	Channel	Product	Air Time	Ad-ID	Rate
Station: KASA									
Line: 9									
Time Period: 930p-10p									
POL/Wilson For NM Senate	201415	6846329	828903	09/01/12	KASA	Order	9:46:27 PM		\$325.00
									\$325.00
									\$325.00
									\$325.00
									\$325.00

[Sorted by: Time Period]

Rep Order# 6846329 Ver# 3 Status Revised
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Hiatus Weeks

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--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO SHOW MGKDS
ATTN LINES 10 & 13
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
*10		HOUSE	09/01-09/01	0	\$0.00	:30	0	SA	6P-7P	0	\$200.00
Rating: 1.9											
[MADE-GOOD BY LINE(S) 13]											
V3 Effective Dates Changed											
*13		HOUSE	08/28-08/30	1	\$200.00	:30	1	TU-TH	6P-630P	1	\$200.00
Rating: 1.9											
Sales Remark: V3 MKGD FOR LINE 10- -											
NO NCCA FBALL											
[MKGD FOR SPOTS MISSED ON LN #10: 9/01(1/WK)]											
V3 Added											

---REPORT TOTALS---

Report Totals: 1 / \$200.00

---SALES MONTHLY TOTALS---

Sep 12: 12 / \$4,525.00
Sales Totals: 12 / \$4,525.00
Station Totals: 12 / \$4,525.00

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Salesperson FAX# 215-568-1845

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$150,833	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	40%
		KOB	25%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6846329 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 201415

Printed: 08/24/2012 11:40 AM
Last Received: 08/24/2012 8:30 AM
Showing Buylines: Last Sta Revised Lines

1 of 2

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--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

SEE PROG CHANGE MG NEEDED ON LINE 10.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
*10		HOUSE	09/01-09/01	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00

Rating: 1.9

Station Remark: V2 NA 9/1 FOX AIRING COLLEGE FOOTBALL: HAWAII AT USC. MG
SAT 530P-9P IN COLLEGE FOOTBALL 9/1. PLS APPROVE TO BOOK

---REPORT TOTALS---

Report Totals: 1 / \$200.00

---SALES MONTHLY TOTALS---

Sep 12: 12 / \$4,525.00
Sales Totals: 12 / \$4,525.00
Station Totals: 12 / \$4,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$150,833	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	40%
		KOB	25%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6846329 Ver# 1 Status New
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Traffic Order#

201415

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Showing Buylines: All Lines

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Jung
8/24/12

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		AFHV	08/28-08/28	1	\$150.00	:30	1	TU	4P-5P	1	\$150.00
Rating: 1.2											
2		AFHV	08/29-08/29	1	\$150.00	:30	1	W	4P-5P	1	\$150.00
Rating: 1.2											
3		AFHV	08/30-08/30	1	\$150.00	:30	1	TH	4P-5P	1	\$150.00
Rating: 1.2											
4		AFHV	08/31-08/31	1	\$150.00	:30	1	F	4P-5P	1	\$150.00
Rating: 1.2											
5		EXTRA	08/28-08/28	1	\$125.00	:30	1	TU	5P-530P	1	\$125.00
Rating: 0.8											
6		EXTRA	08/29-08/29	1	\$125.00	:30	1	W	5P-530P	1	\$125.00
Rating: 0.8											
7		EXTRA	08/30-08/30	1	\$125.00	:30	1	TH	5P-530P	1	\$125.00
Rating: 0.8											
8		EXTRA	08/31-08/31	1	\$125.00	:30	1	F	5P-530P	1	\$125.00
Rating: 0.8											
9		NWS13-FOX 2 B	09/01-09/01	1	\$325.00	:30	1	SA	930P-10P	1	\$325.00
Rating: 3.5											
10		HOUSE	09/01-09/01	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00
Rating: 1.9											

NA - COLLEGE
FB

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
11		SYTYCD	08/29-08/29	1	\$2,000.00 2	:30	1	W	7P-9P	1	\$2,000.00
Rating: 6.9											
12		HOPE/NEW GIRL	08/30-08/30	1	\$900.00 4	:30	1	TH	7P-8P	1	\$900.00
Rating: 6.9											

---REPORT TOTALS---

Report Totals: 12 / \$4,525.00

---SALES MONTHLY TOTALS---

Sep 12: 12 / \$4,525.00

Sales Totals: 12 / \$4,525.00

Station Totals: 12 / \$4,525.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$150,833	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	40%
		KOB	25%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 08/28/12-09/03/12

Order	Alt Order	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
-------	-----------	----------	------	--------	----------	----------	---------	-------	------

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 1

Time Period: 4p-5p

201415 06846329 828903	08/28/12	:30	P2	4:22:32 PM	Order	HW0712TV	\$150.00
							\$150.00
							\$150.00

Line: 2

Time Period: 4p-5p

201415 06846329 828903	08/29/12	:30	P2	4:20:07 PM	Order	HW0712TV	\$150.00
							\$150.00
							\$150.00

Line: 3

Time Period: 4p-5p

201415 06846329 828903	08/30/12	:30	P2	4:20:30 PM	Order	HW0712TV	\$150.00
							\$150.00
							\$150.00

Line: 4

Time Period: 4p-5p

201415 06846329 828903	08/31/12	:30	P2	4:21:34 PM	Order	HW0712TV	\$150.00
							\$150.00
							\$150.00

Line: 5

Time Period: 5p-530p

201415 06846329 828903	08/28/12	:30	P4	5:21:53 PM	Order	HW0612TV	\$125.00
							\$125.00
							\$125.00

Line: 6

Time Period: 5p-530p

201415 06846329 828903	08/29/12	:30	P4	5:27:53 PM	Order	HW0712TV	\$125.00
							\$125.00
							\$125.00

Line: 7

Time Period: 5p-530p

201415 06846329 828903	08/30/12	:30	P4	5:20:18 PM	Order	HW0712TV	\$125.00
							\$125.00
							\$125.00

Line: 8

Time Period: 5p-530p

201415 06846329 828903	08/31/12	:30	P4	5:12:27 PM	Order	HW0712TV	\$125.00
							\$125.00
							\$125.00

Line: 9

Time Period: 12p-1p

201415 06846329 828903	08/31/12	:30	P3	12:19:36 PM	Order	HW0712TV	\$75.00
201415 06846329 828903	08/31/12	:30	P3	12:45:16 PM	Order	HW0712TV	\$75.00
							\$150.00

Time Period: 1p-2p

201415 06846329 828903	08/31/12	:30	P3	1:14:10 PM	Order	HW0712TV	\$75.00
201415 06846329 828903	08/31/12	:30	P3	1:44:30 PM	Order	HW0712TV	\$75.00
							\$150.00

Time Period: 8a-9a

201415 06846329 828903	08/31/12	:30	P5	8:28:56 AM	Order	HW0712TV	\$25.00
							\$25.00
							\$325.00

Line: 11

[Sorted by: Line]

Spot Manager: All, 08/28/12-09/03/12

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 11

Time Period: 7p-9p

201415 06846329 828903

08/29/12

:30 P2

7:22:05 PM Order

HW0612TV

\$2,000.00

\$2,000.00

\$2,000.00

Line: 12

Time Period: 7p-8p

201415 06846329 828903

08/30/12

:30 P4

7:44:44 PM Order

HW0712TV

\$900.00

\$900.00

\$900.00

Line: 13

Time Period: 6p-630p

201415 06846329 828903

08/28/12

:30 P4

6:16:18 PM Order

HW0712TV

\$200.00

\$200.00

\$200.00

\$4,525.00

\$4,525.00

\$4,525.00

\$4,525.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
------------------------------	--------------

I, Smart Media Group,
 being/on behalf of: Heather Wilson, a legally
 qualified candidate of the Republican political
 party for the office of: US Senate
 in the General
 election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the ~~radio~~ programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the ~~television~~ programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee



printed name

7/31/12

date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

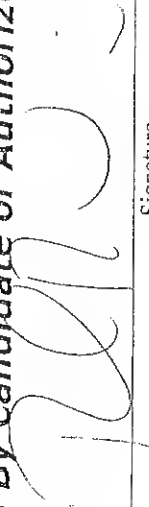
Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

7/31/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title